

SALES PROCESS DESIGN



Research* showed that more than 87% of respondents indicated that a defined sales process improves their organizations' performance. Since then, new research reports have repeatedly emphasized the link between a formally implemented sales process and sales productivity and performance.

In our latest book, *The Collaborative Sale*, we describe the importance of dynamic buyer-aligned sales processes — a definition of effective engagement between buyers and sellers. By establishing sales processes that optimize the quality of each customer's experience, sales teams can differentiate their value, not only by what they sell, but more importantly, by how they interact with buyers.

With more than two decades of sales process development experience in hundreds of sales organizations, Richardson Sales Performance has developed a proven methodology for rapidly and efficiently designing and documenting optimized sales process definitions for clients.

This may include the creation of multiple process variants, depending on the number and types of buyer constituencies served by the client organization.

The principal deliverables of this methodology are sales process maps, showing the key selling steps aligned to buyers' preferred purchase behaviors. These maps include definitions of recommended sales activities, verifiable outcomes, relevant sales tools, and resources engaged in each step.

Properly defined verifiable outcomes — observable buyer behaviors that show alignment with the seller — increase visibility, accuracy, and confidence throughout each sales opportunity. This guides salespeople to more consistent sales results and enables sales managers to significantly improve the quality of forecasting and coaching.

Click the image below to view an example of a sales process map.

Buying Process (Stages)				
Sales Process Steps				
1	2	3	4	5
Sales Activities				
Verifiable Outcomes and Associated "Win Odds"				
✓	✓	✓	✓	✓
10%→	25%→	50%→	75%→	100%→
Key Sales Tools, Job Aids and Resources				
Roles				

COMPONENTS OF A SALES PROCESS DESIGN ENGAGEMENT:

- 1 Structured interviews (approximately 1 hour each) with a representative group of sales leaders, managers, operations, and sellers (typically 5-6 interviews)
- 2 Review of current policies and standards: sales process definitions, related artifacts, and systems (CRM or other sales-related support applications and tools)
- 3 Collation of results and findings, including initial definitions of tailored selling processes
- 4 1-day facilitated workshop to review and revise sales process designs, tailored for latent and active opportunities (maximum 10 participants)
- 5 Documentation of the agreed upon sales process map(s)

BUSINESS BENEFITS:

- Reduces new sales hire ramp-up time by providing maps for success
- Reduces cost of sales by defining optimal engagement of selling resources
- Defines sales manager inspection criteria and cadence for improved coaching
- Provides standards for effective pipeline and opportunity quality reviews
- Sets standards for accurate forecasting
- Aligns sales process within CRM applications, increasing system adoption and compliance
- Improves customer experience (CX) with the sales team, resulting in higher win rates
- Enables marketing to align with and support sales efforts



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Growth, simplified

About Us

Richardson Sales Performance is the global leader in sales training and performance improvement. We drive accelerated growth by simplifying and solving the sales-growth equation. From ensuring your sales managers are executing the right activities to equipping your sales team to drive a buyer-aligned sales process with exceptional skills and strategies, we will guide your sales organization through a digitally enabled performance journey that excites, engages, and reveals impact.

Get to know us and experience what is possible — managers who know exactly how to drive growth from their teams, customers who see the difference in how your sales team shows up, and a clear path to outperformance.

Contact us at +1-704-227-6500 (US), +322-252-5004 (Europe) or at contactme@richardsonsalesperformance.com

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